

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants Naressi et al.

Examiner: Gregory Lane

Serial No.: 10/598,387

Art Unit: 2438

Filing Date: September 23, 2008

Docket No.: 33836.00.0100

Confirmation No.: 3439

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD THAT PROVIDES
DYNAMIC DOWNLOADABLE MEDIA CONTENT**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

Dear Madam:

In response to the non-final Office Action mailed December 21, 2009, Applicants submit a petition for a one (1) month extension of time, make the following amendments and respond as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 14 of this paper.